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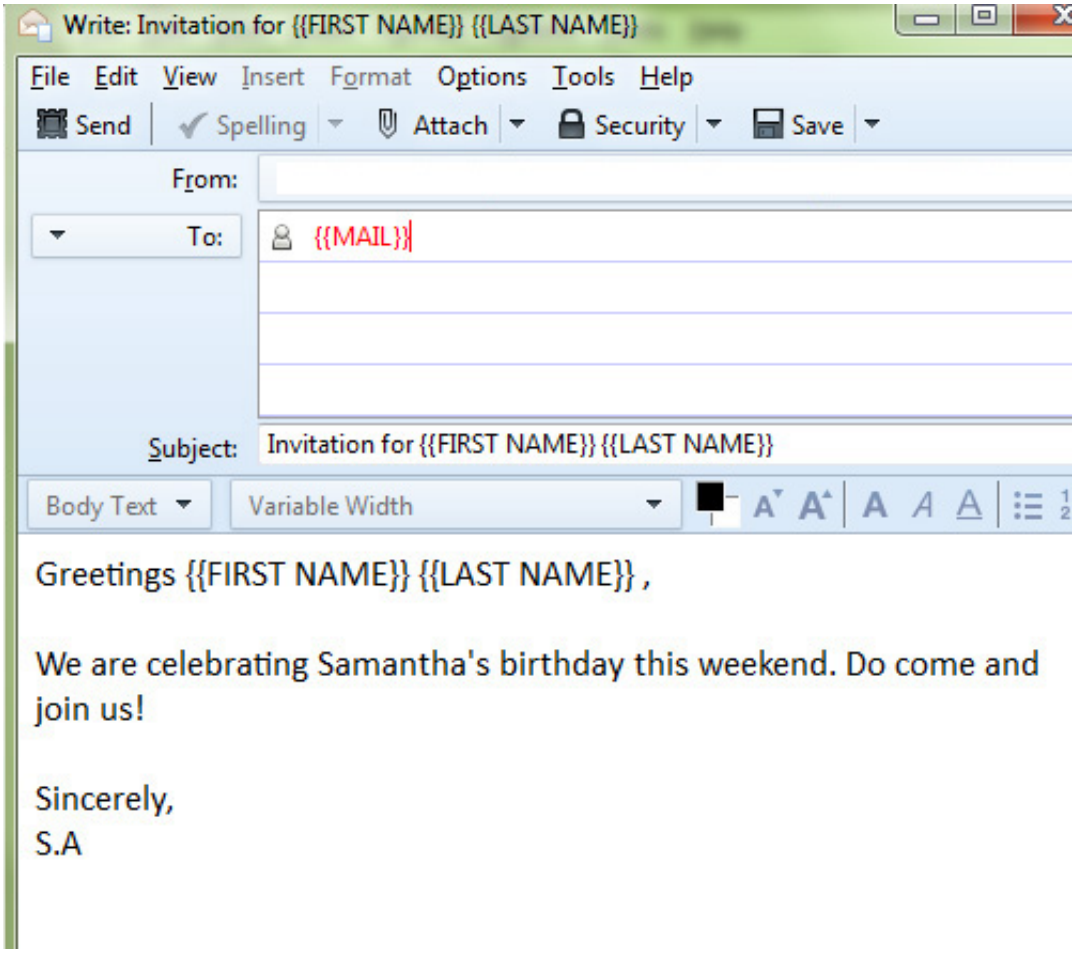
How to Send Mass Personalized Mail Using Thunderbird

By Sofia AK(http://www.hongkiat.com/blog/author/sofia_ak/). Filed in Tools(http://www.hongkiat.com/blog/category/tools/)

Sending mass mail with personal and friendlier touch is quite a tedious job(http://www.hongkiat.com/blog/out/freelancer) as you need to change some of the variables in the mail content. For example, you're hosting a birthday party and need to send out invitations but you do not want your mail invitation to sound like it's a spam or you want to personally address the person using their name in your invitation. In order to do so, you need to send one mail at one time since you need to change the variables.

This is where Mozilla Thunderbird and a little add-on of it – Mail Merge(https://addons.mozilla.org/en-



us/thunderbird/addon/mail-merge/), excels at its best. With this two tool **you don't have to keep on changing the variables**. Just create a spreadsheet and draft a mail, and let this two tools do the hardwork for you.

Recommended Reading: [How To Import Windows Mail (.Eml) To Mac (.Mbx)](http://www.hongkiat.com/blog/import-email-windows-mac/) (http://www.hongkiat.com/blog/import-email-windows-mac/)

Install mail merge

First thing you have to do is to download [Mozilla Thunderbird](http://www.mozilla.org/en-US/thunderbird/)(http://www.mozilla.org/en-US/thunderbird/). After installation, launch Thunderbird and it will ask for your email account. You can create a new one or use an exisiting account of yours.

Now, to install the add ons – **Mail Merge**. On the upper right side, you can see a "list" icon. Click on it and then click on add-ons.

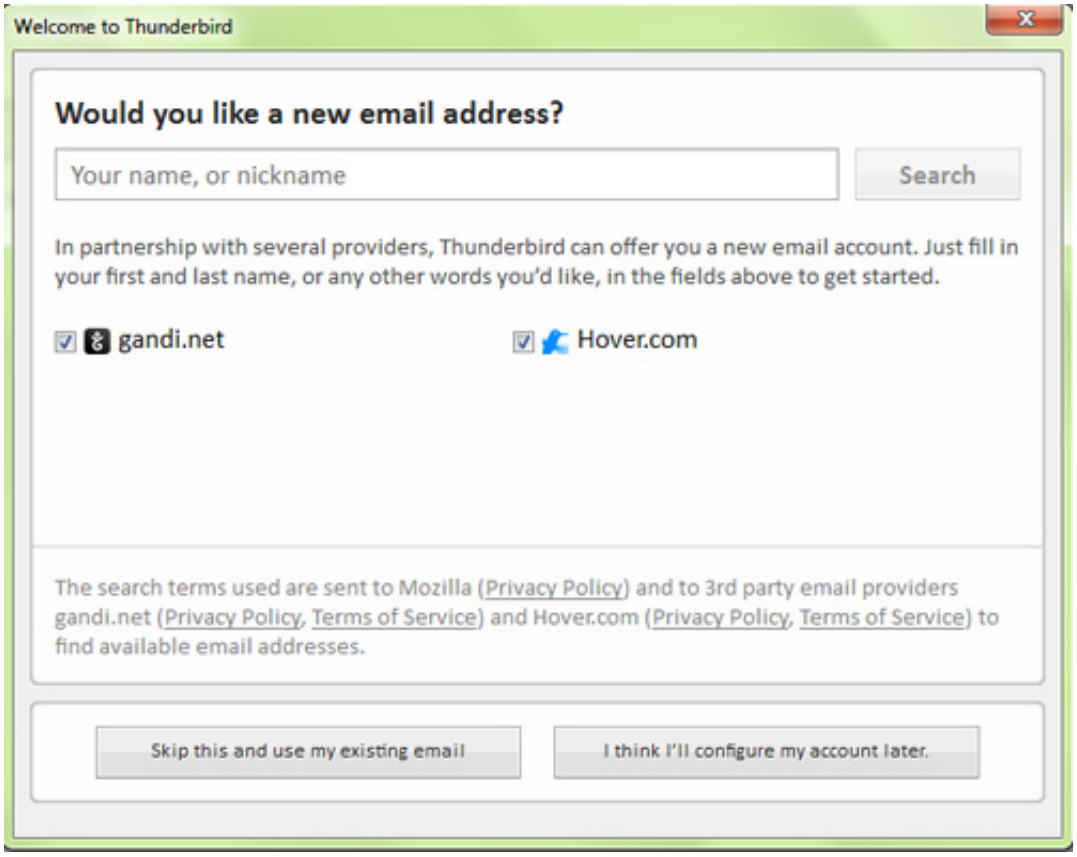
On the add-ons manager page, **search for Mail Merge**. Click install and restart Thunderbird for the add-on to work.

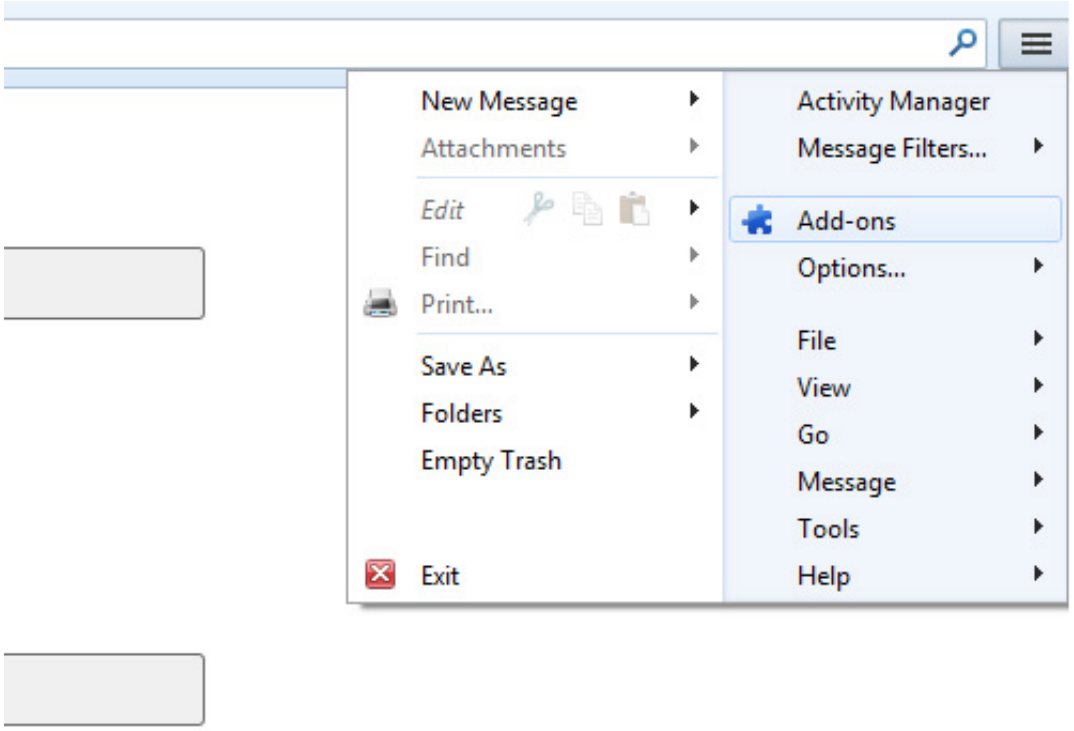
1. Create a CSV file

The first thing that need to be done before you can send out your mails is to **create a CSV file**. To create a CSV file you can use any spreadsheet tool, if you have Microsoft Excel, you can use that.

The first row of the spreadsheet is used to enter the variables you want to use, for example – first name, last name, mail and etc. After you're done, **save the spreadsheet in CSV format**.

2. Drafting Personalized Mail





Click on **File > New Message > Message** or press Ctrl + N

Enter the variables at places that you want the values to appear. Each variable should be enclosed using the **double curly braces**, for example {{FIRST NAME}}. Enter variable **exactly the same as in the CSV file**, this includes spelling, spacing and capitalization.

After you're done with message creation, click on **File > Mail Merge**. Set **Source > CSV** , **Deliver Mode > Send Later** and **Format > Both**.

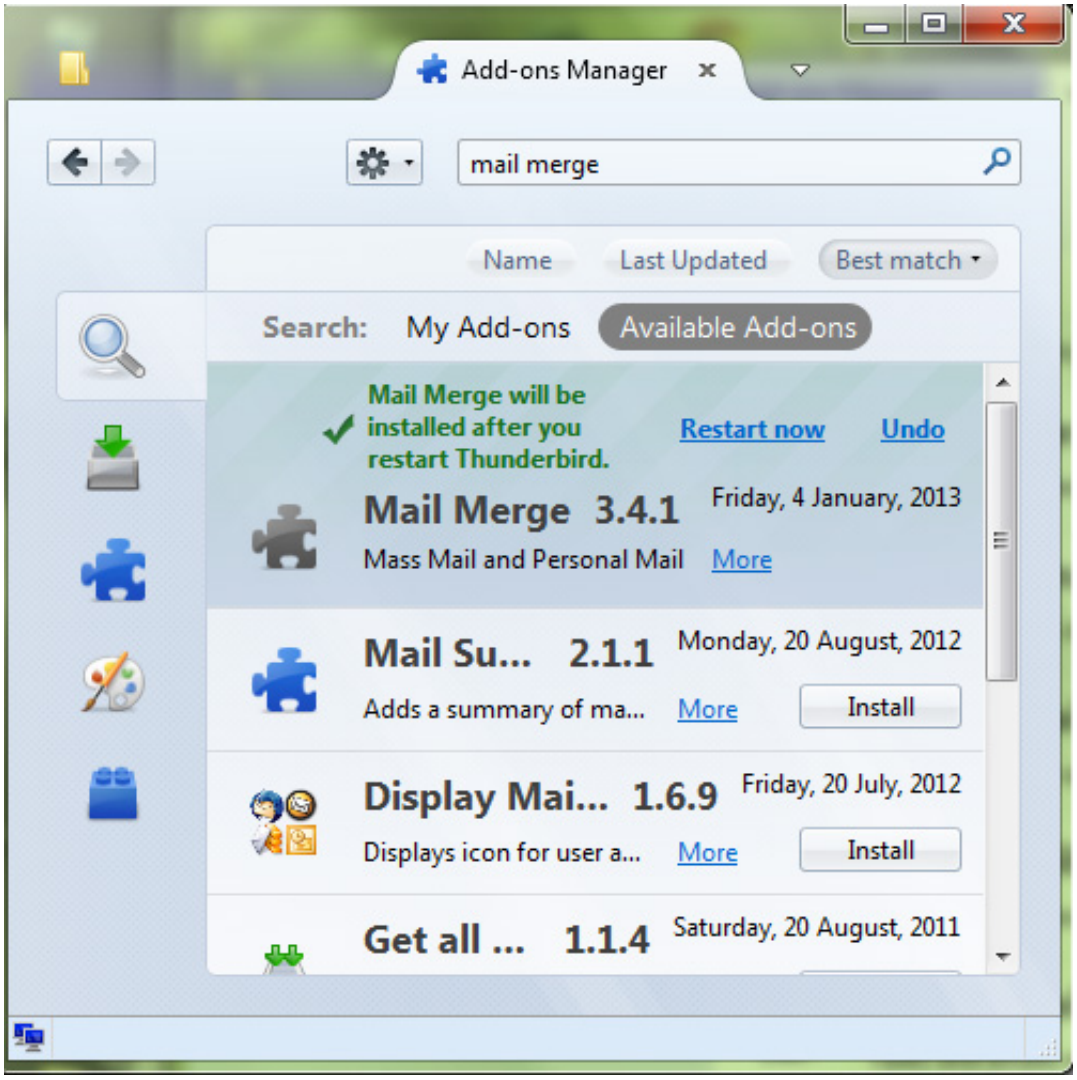
Under CSV section, for File, click on browse to locate the **CSV file (spreadsheet) you did earlier**. After you're done click "OK".

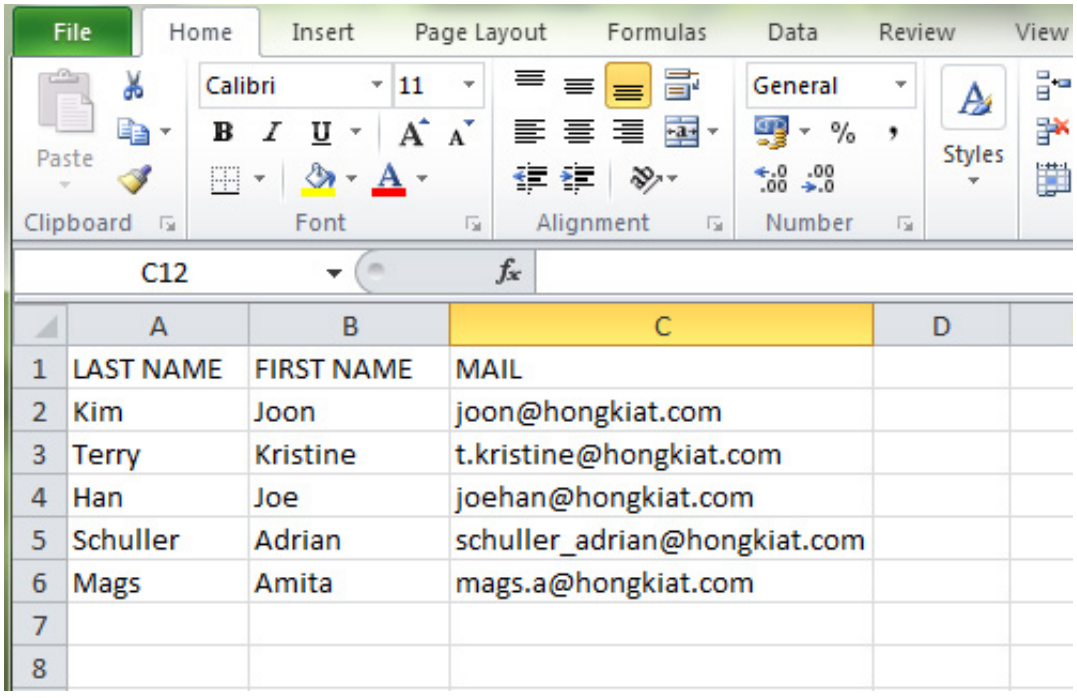
After clicking "OK", your mail and CSV file will merge. Earlier, we set "Deliver Mode" to send later, so the mails can be found in **Local Folders > Outbox**. Click on the mail and you'll notice that your variables has been replaced with the values in your CSV file.

To send out the mails, click on the "list" icon on the upper right, **File > Send Unsent Messages**.

And voila! you're done. With this trick you can stop worrying about sounding automated when sending mass mail and sending personalized mail is no longer a tedious task.

Author: [Sofia]



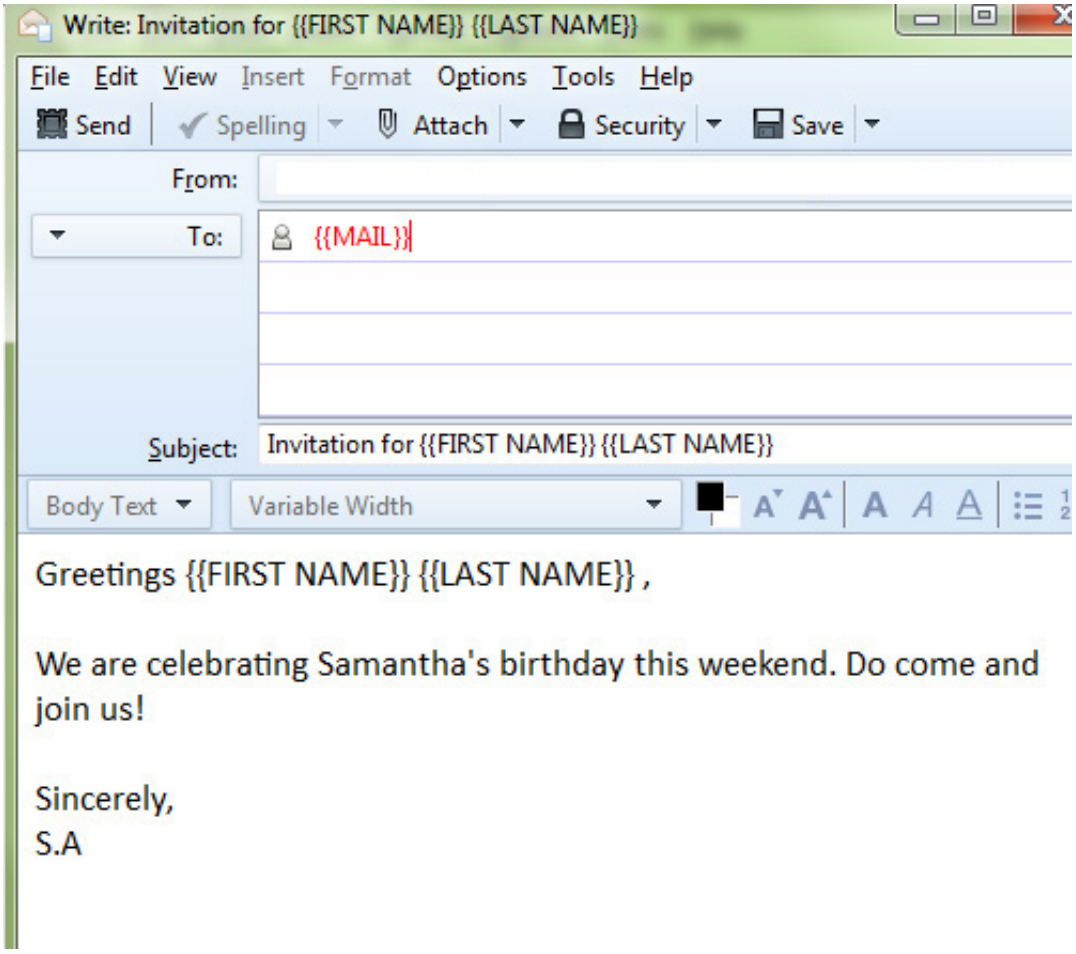


	A	B	C	D
1	LAST NAME	FIRST NAME	MAIL	
2	Kim	Joon	joon@hongkiat.com	
3	Terry	Kristine	t.kristine@hongkiat.com	
4	Han	Joe	joehan@hongkiat.com	
5	Schuller	Adrian	schuller_adrian@hongkiat.com	
6	Mags	Amita	mags.a@hongkiat.com	
7				
8				

AK(http://www.hongkiat.com/blog/author/sofia_ak/)

Sofia loves technology, music, travels and food: the four necessities of the modern lifestyle.

Tags:



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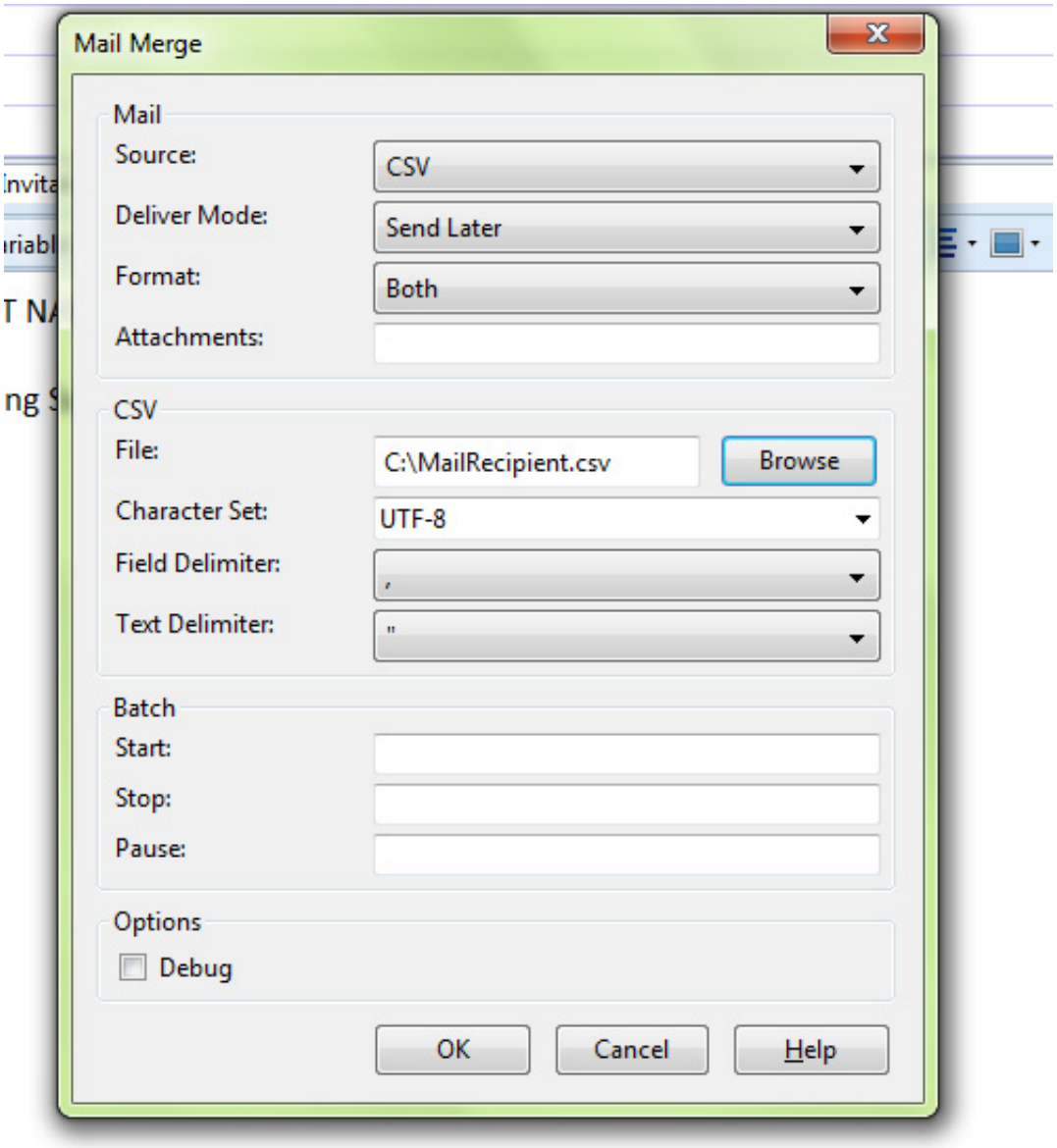
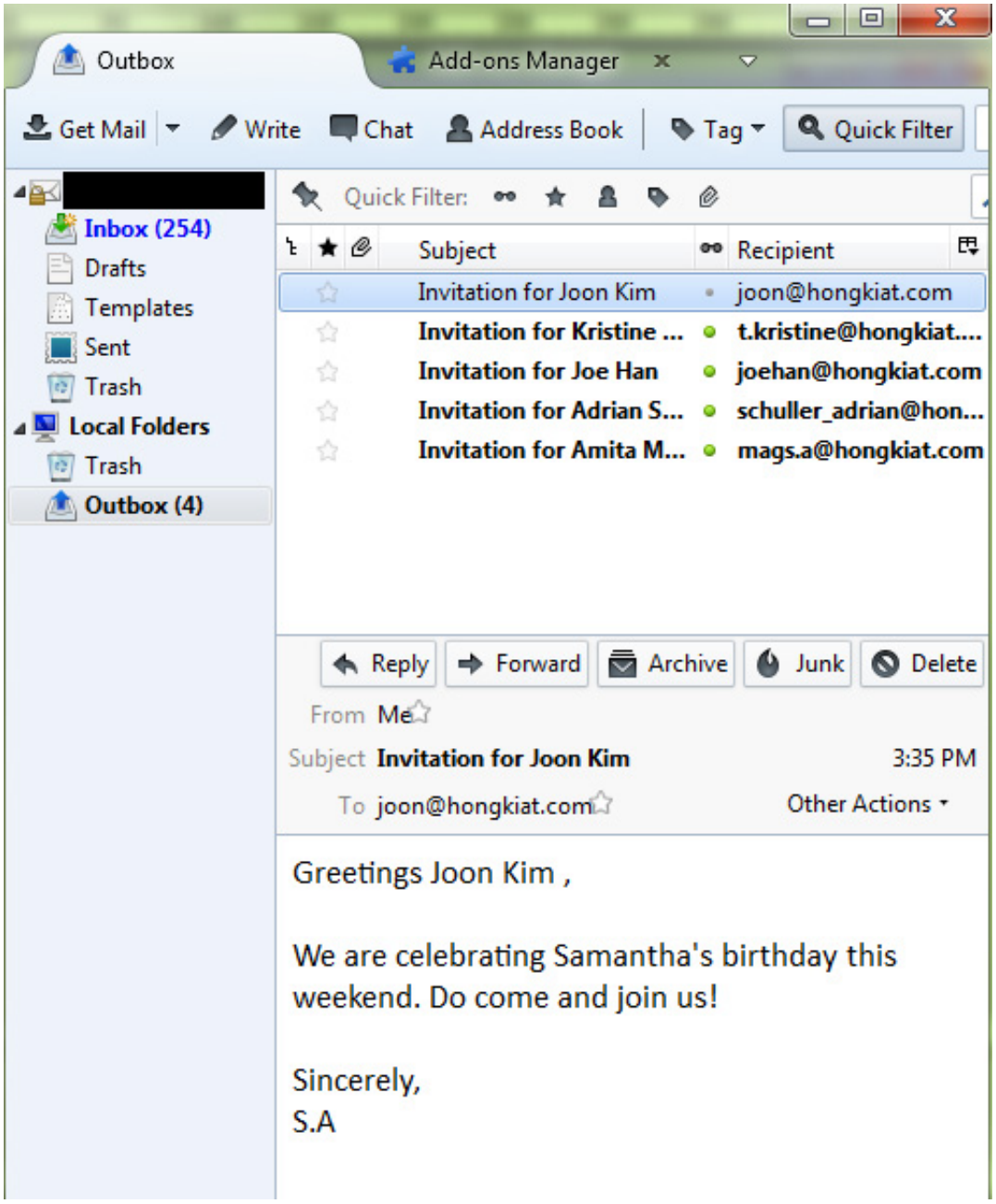
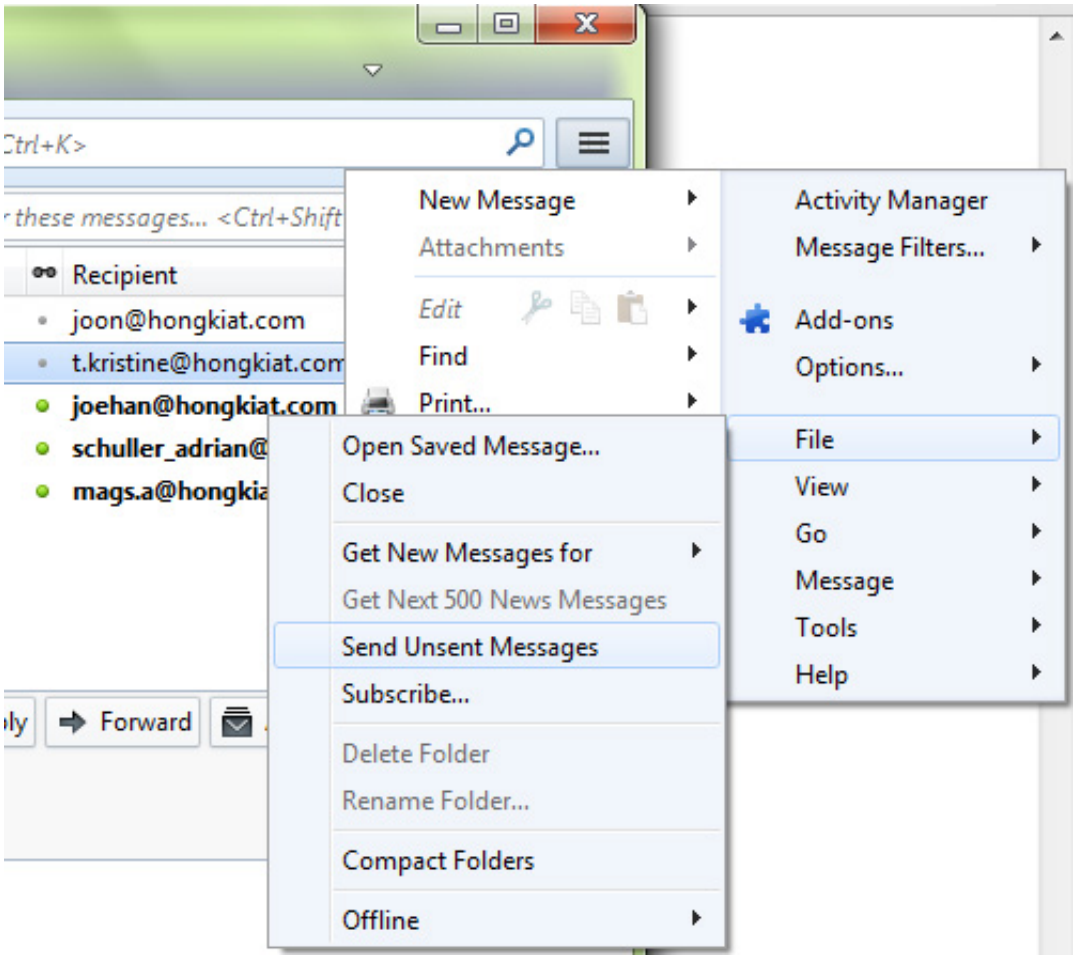

Mail Merge
Mail
Source:
CSV
Deliver Mode:
Send Later
Format:
Both
Attachments:
CSV
File:
C:\MailRecipient.csv
Browse
Character Set:
UTF-8
Field Delimiter:
,
Text Delimiter:
"
Batch
Start:
Stop:
Pause:
Options
Debug
OK
Cancel
Help


Outbox
Add-ons Manager
Get Mail
Write
Chat
Address Book
Tag
Quick Filter
Inbox (254)
Drafts
Templates
Sent
Trash
Local Folders
Trash
Outbox (4)
Quick Filter:
Subject
Recipient
Invitation for Joon Kim
joon@hongkiat.com
Invitation for Kristine ...
t.kristine@hongkiat....
Invitation for Joe Han
joehan@hongkiat.com
Invitation for Adrian S...
schuller_adrian@hon...
Invitation for Amita M...
mags.a@hongkiat.com
Reply
Forward
Archive
Junk
Delete
From Me
Subject Invitation for Joon Kim
3:35 PM
To joon@hongkiat.com
Other Actions
Greetings Joon Kim ,
We are celebrating Samantha's birthday this weekend. Do come and join us!
Sincerely,
S.A


Ctrl+K>
these messages... <Ctrl+Shift
Recipient
joon@hongkiat.com
t.kristine@hongkiat.com
joehan@hongkiat.com
schuller_adrian@
mags.a@hongkia
Forward
New Message
Attachments
Edit
Find
Print...
Open Saved Message...
Close
Get New Messages for
Get Next 500 News Messages
Send Unsent Messages
Subscribe...
Delete Folder
Rename Folder...
Compact Folders
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Message Filters...
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Options...
File
View
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Arvin Buising • 2 years ago

Hi. This is really cool and very useful. Is there a way that you can also change the From field for each email that you send?

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paul • 2 years ago

When I type {{MAIL}} into the address bar in Thunderbird it INSISTS on autocompleting with an @gmail or @hotmail. It will not allow me to have an entry in that field without the @ symbol. Any ideas?

12 • Share ›

Luan Vu • 2 years ago

Not very simple to do it. why don't you use "mail merge" in MS word?

• Share ›

Basilio ➔ Luan Vu • 2 years ago

MS Word "Mail Merge" feature is for sending letters via the postal service.

1 • Share ›

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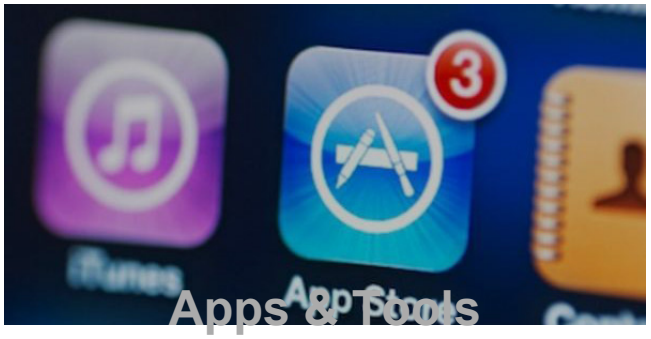

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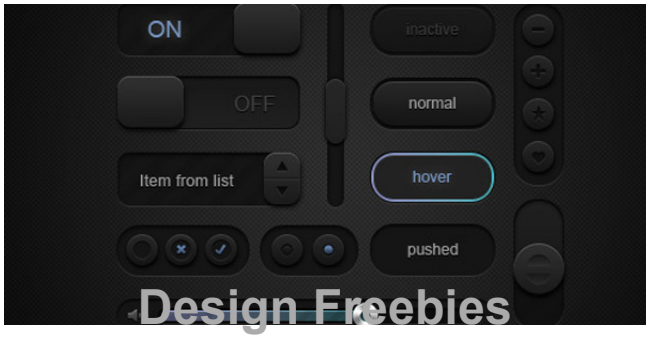

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